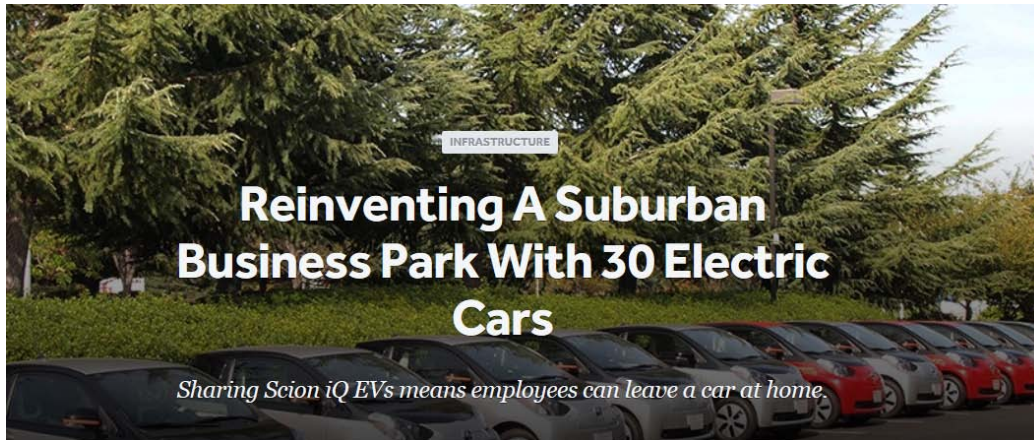


October 10, 2013

By: Bradley Berman



ReadWriteDrive is an ongoing series covering the future of transportation.

San Francisco is a hotbed of innovation around networked, shared transportation. The city's young tech-savvy denizens, wanting to get from A to B, can use app-based services to fetch a ride (Uber), find parking (SFPark) and gain hourly access to just about everything with wheels—from cars and rides to scooters and bikes.



But traveling 25 miles east to Pleasanton, Calif. is like a trip back in time. There, like in many parts of the U.S., it's standard procedure to drive alone in a gas-guzzler, motoring solo from home to work to mall and back. Now a new pilot program, dubbed "Dash," changes that paradigm by bringing 21st Century networked mobility to a quintessential 1970s environment: the suburban business park.

## Dash Out For Lunch

The initiative uses 30 small electric cars—Scion IQ electric vehicles (EVs) on loan for three years from Toyota to City CarShare, a Bay Area non-profit. The EVs will soon be



Mike Harrigan

<http://readwrite.com/2013/10/10/reinventing-the-suburban-business-park-with-30-electric-cars#awesm=~ojTpzORWbecwig>